



MEETING NOTES
CAR FREE DAY STEERING COMMITTEE
September 12, 2014

1. Introductions

Committee members, guests and other attendees introduced themselves by name and affiliation.

2. Approval of Meeting Minutes

Minutes from the July 9, 2014 meeting were approved as written.

3. Web Site

Improvements have been made to the web site, including a more visible “take the pledge” call to action link on the home page to make it easier to participate. Several jurisdictions still need to notify COG of activity and event details in order to populate the web site with area happenings for Car Free Day.

4. Event Poster

A pdf of the final “Put it Away” themed poster is available on the web site. Posters were sent to employers, accompanied by a cover letter. The same graphics found on the poster were incorporated into the web site, Twitter and facebook sites. Extra posters were made available at the meeting for Committee members to take.

5. Radio Ad

The 60-second Car Free Day radio spot recorded in August was played for the Committee. It began airing September 1st on news and music stations and will continue for a three week run. In addition, a Spanish version aired on the Hispanic station. As part of the media buy value add negotiations, El Zol will be promoting CFD at Festival Salvadorenisimo on September 14th at Montgomery County Fairgrounds. Clear Channel stations are providing home page “take overs”; Car Free Day online banners will be splashed onto the radio station home page for a day. In addition, five-second on-air Car Free Day mentions were provided.

6. Transit Signage

Over 300 combined transit ads were donated by Arlington County Transit, Fairfax County Connector, Montgomery County Ride On, and Metrobus. In addition, Metro provided a rotating tile ad on www.wmata.com.

7. Event Sponsors/Prizes

The following prizes were donated by sponsors for Car Free Day 2014: Kindle Fire, courtesy of Tri-County Council for Southern Maryland; Sole Custom Bicycle,

courtesy of Clear Channel Communications; health & fitness club annual membership, courtesy of Sport & Health; SmarTrip Card w/fare, courtesy of Washington Metropolitan Area Transit Authority; commuter train passes, courtesy Virginia Railway Express; Capital Bikeshare annual memberships, courtesy of goDCgo; restaurant gift card, courtesy of Mellow Mushroom of Adams Morgan; car sharing annual memberships, courtesy of zipcar; bicycle rentals, courtesy of Bike and Roll; KIND Healthy Snacks one-month supply, courtesy of KINDsnacks; bike shop gift certificate, courtesy of BicycleSPACEdc; pair of prescription glasses or sunglasses, courtesy of SEE SEEeyewear; sweetgreen giftcard, courtesy of sweetgreen; and tickets to FrightFest, courtesy of Six Flags. Major prize sponsors were mentioned on radio, a press release and on social media. All sponsor logos are also on the event web site. All prizes will be raffled off after Car Free Day to those living or working within the metropolitan area who pledged to go car free or car-lite during Car Free Day.

8. Roundtable Discussion/Committee Planned Events & Activities

Montgomery County Commuter Services will celebrate Car Free Day at a number of Metro stations and Ride On Transit Centers. Giveaways will be available at all locations.

9. Other Business

To help create a buzz about Car Free Day around college campuses in the region, a friendly competition is being held between five area universities. The schools were asked to encourage their students, faculty and administration to take the Car Free pledge. Participating schools include Georgetown University, George Washington University, University of Maryland, George Mason University, American University, and University of the District of Columbia,

An opt-in text message was sent on August 20th to past participants to remind them of the upcoming Car Free Day event and encourage them to pledge.

The next Car Free Day Steering Committee meeting will be held on Wednesday, March 11, 2015 from 11:30 am – 12:30 pm, COG Mtg Rooms 4&5.